

Enhancing Chapter Leadership and Volunteer Management

MINDY MARKS

LIONS CLUBS INTERNATIONAL



Lions Clubs International

- 100 Years
 - Changing Demographic
 - Changing Technology
 - Communication challenges
 - Dedicated membership, but old school
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Structure

People

Positions (both staff and volunteer)

Clear

Coordinated

Skill sets adequate

Roles and responsibilities meet all the needs of the objective

Systems

IT related

Phone

Equipment needs

Any tool that staff or volunteers may need

Policies

Clearly defined

Relevant

Are they followed

Operation/Management (current objective driven)

Member Operations

Membership Recruitment and Recognition

Manage Events

Meetings/Activities

Service Projects

Communication

Program promotion and involvement

News and announcement

Leadership development

Reporting

Fiscal activities

Fiscal procedures

Actions to encourage transparency

Governance Decision Making

Elections

Reporting at all levels

Change

Ongoing core-based change (our core is clubs)

Involve member feedback

Involve external feedback

Member Driven

Meets changes in society and potential markets

Part of the ongoing operation

Integrated into every system and include every stakeholder tied to the objective.

Relationships

Identify Key Relationships

- € Member to Sponsor
- € Club Member to Club Member
- € Member/leaders to outside Lion leaders
- € Club to sponsoring club
- € Lions who should be Mentors and leaders to their constituents

Internal Relationships

Positive Environment
Meaningful Personal Recognition/Fulfillment
Member Involvement (new and existing)
Motivation/Inspiration Empowerment
Networking/Mentoring Potential
Build Trust and Teamwork

External Relationships

Influence in Community
Access to resources
Recognition in the community/Prestige

Start with the Objective

What are three objectives of your club/organization?

Structure

Discussion Questions

Which positions **currently** in the club structure support the objective?

Is each position still **relevant** to the objective? Which ones are the most important? Can we eliminate positions?

Are the positions consistent and culturally accepted **in all areas of the world**? Are there positions that LCI is not aware of or does not yet support? If not, why not?

What positions **that are needed are also hard to fill**? Why? Can they be redesigned so they are easier? Do they require a hard-to-find skillset? How can it be overcome?

Which positions are filled, but **not effective**? Are some positions **not adequately supported**? Can positions be revised/retrained to encourage **innovation**?

Does the positions **utilize the resources** at the district, MD and LCI level? If not, are those resources not relevant or just unknown? Can they be improved or communicated?

Which positions would benefit from a **direct line/new channels** of communication from LCI?

Operation/ Management

Discussion Questions

Which **tasks are critically important** to the success of the club?

Are operations handled in the most **effective** manner? Which tasks would benefit from **innovation**?

Are there specific activities that members **dislike**? Can the action be more **enjoyable**?

Can **compliance** be improved? What tasks are under achieved?

Do we **communicate effectively** so they utilize the resources?

Are there ways to **reduce the work** for a club officer position? Perhaps the club secretary?

At which levels can **communication** be enhanced?

- What communications should come from International?
- What communications should be generated locally?
- What communications are best communicated by the leadership structure and/or LCI directly?
- What is the best way to communicate (email, system announcements, in-person, webinars, tips)

Can we **share and promote best practices** for business operations... specifically for officers?

Change

Discussion Questions

What aspects of the club **need to change**? Recruit new members? More relevant programs? New modes of operation?

What **encourages** a club to change?

What **programs exist** to encourage change?

Do current change mechanisms analyze the **most important aspects** of the club?

Are current models **utilized**?

What **obstacles stifle** change?

Who within the club is (or should be) primarily responsible? Example should the Vice Chair include change in annual planning? Is this supported through structure and operation?

Who outside the club could initiate positive change? Is this supported through structure and operation?

Relationships

Discussion Questions

What formal and informal **relationships exist** to support club development?

Which relationships **impact the club the most** and can they be improved?

What are the **causes of conflict and dissatisfaction** and how can they be avoided?

What current resources **support relationships?** Are they utilized? Are they effective?

How can **relationships be improved?** Communication? Recognition? Mentoring?
Transparency? Inclusion? Engagement?

Can we **identify and promote best practices** for both internal and external fellowship development?

What is the **value of fun?** How can it be expanded? What is overlooked or could be improved?

Your Turn!

What are your outcomes?



Our Outcomes

Structure

Club secretary position was hard to fill and difficult

- Share reporting with new positions
- Made reporting easier
- Better training and resources

Developed two new positions (service chair and communications chair) to share responsibilities

Moved “Tail Twister” and “Lion Tamer” to optional positions



Our Outcomes

Operations

Enhanced Communication

- Communicate directly with key club positions (including new service and communication position) so we no longer depend on volunteer leaders
 - Communicate training and tools
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Our Outcomes

Change

- Changed the club Vice President Position to a position that plans change
 - Developed materials to help clubs through the process of change
 - Will include tools in training
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Our Outcomes

Relationships

- Developed tools to communicate the importance of club independence and encourage club empowerment
 - Change training to communicate club empowerment.
 - Next...District assessment to further communicate that the districts exist to support clubs.
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Other Uses

- Use at any level of your organization
 - Use to understand why something is not working
 - Use to find out why people leave (staff and/or volunteers)
 - Use to make employment and/or volunteering more enjoyable and productive
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